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In the claims:

All of the claims standing for examination are reproduced below. There are no amendments to the claims or specification in this response.

1-20. (Canceled)

21. (Previously presented) A system for anchoring a structural member from below ground level comprising:

a vertically disposed anchor footing having a lower base portion and an upper neck portion;

an elongate embed longitudinally disposed within the anchor footing substantially along the vertical center of the anchor footing; and

a coupling interface affixed to one end of the elongate embed for affixing the structural member to the anchor footing;

characterized in that the anchor footing has a predetermined amount of horizontal flex ability against horizontal force acting on the structural member, the flex amount, in part, determined by the physical properties of the elongate embed disposed therein.

22. (Previously presented) The system of claim 21, wherein the anchor footing is molded using an elastic molding material, elasticity thereof controllable to a degree by particulate size of molding materials, type of binder used, and degree of mold pressure used.

23. (Previously presented) The system of claim 22, wherein the anchor footing is pyramidal in shape, the base portion substantially larger than the neck portion.

24. (Previously presented) The system of claim 22, wherein the flex amount of the anchor footing, partly determined by the physical properties of the elongate embed disposed therein, is further determined by the degree of elasticity of the anchor footing,

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resultant of molding parameters observed in manufacture including particulate size of molding materials, type of binder, and degree of mold pressure.

25. (Previously presented) The system of claim 21, wherein the structural member is one of a post or a pole.

26. (Previously presented) The system of claim 22, wherein the molding material is a particulate rubber derived from recycled tire material.

27. (Previously presented) The system of claim 21, wherein the structural member anchored is one of a plurality of like members of a structure, wherein each of the plurality of like members is anchored using additional like anchor footings.

28. (Previously presented) The system of claim 27, wherein the structure is an installation other than a single post or pole.

29. (Previously presented) The system of claim 21 further comprising:

two or more outwardly engaging members contiguously formed at strategic locations on the periphery of the anchor footing; and

further characterized in that the engaging members engage the ground walls to an extent further than the nominal surfaces of the anchor footing, such engagement preventing departure of the anchor footing from the original position in the ground with respect to twist, lean, elevation or a combination thereof.

30. (Previously presented) The system of claim 21, wherein the elongate embed is one of a length of rebar, or one of a plurality of offered lengths of tubing of differing tubing sizes.

31. (Previously presented) The system of claim 30, wherein the elongate member of the plurality of offered lengths of tubing having the largest tubing size provides the least

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amount of flex in the anchor footing and the elongate member of rebar provides the most amount of flex given the same material parameters for the anchor footing.

32 - 36. (Canceled)